

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT



Post Graduate Diploma In Journalism (NEP)

[1 years Post Graduation Diploma-NEP]

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

PROGRAM TITLE

Name of Program	Post Graduate Diploma In Journalism
Program Abbreviation	PGDJ
Duration	1 Year
Eligibility Criteria	Any Graduate or Relevant Degree
Pre-requisite	No specific prior qualification or specialized knowledge of journalism is required for admission to the Post Graduate Diploma in Journalism. Students are expected to possess basic proficiency in reading and writing, general awareness of current affairs, and fundamental computer literacy.
Medium of Instruction	Gujarati
Objective of Program	The programme aims to: 1. provide students with a strong foundation in the concepts, principles, theories, history and practices of journalism and mass communication; 2. develop professional competence in news gathering, reporting, interviewing, news writing, editing and journalistic content production; 3. familiarise students with the evolution and functioning of print, broadcast, digital and emerging media, with particular emphasis on the Indian media environment; 4. develop practical skills in journalistic writing, editing, desktop publishing, computer applications, graphic design and digital media production; 5. provide an understanding of media law, ethics, regulations and professional standards essential for responsible journalistic practice; 6. introduce students to the fundamentals of advertising, public relations and strategic media communication; 7. develop the ability to critically analyse news, media content, misinformation, disinformation and contemporary media developments; 8. cultivate professional values including accuracy, fairness, objectivity, verification, independence, accountability and social responsibility; 9. develop awareness of the role of journalism in democracy, public opinion, social development, cultural awareness and public interest; 10. equip students with the professional, technical and analytical competencies required for employment and further academic study in journalism and media-related fields.
Program Outcome (PO)	PO–1: Disciplinary Knowledge Demonstrate comprehensive knowledge of the fundamental concepts, theories, principles, history and contemporary practices of journalism and mass communication.

	PO–2: Critical Thinking and Analysis Critically analyse media content, journalistic practices, public issues, misinformation, disinformation and contemporary media developments using analytical and evidence-based approaches. PO–3: Communication and Professional Skills Demonstrate effective writing, editing, reporting, presentation and interpersonal communication skills required for professional journalism and media practices. PO–4: Technical and Digital Competence Apply practical skills in news production, computer applications, desktop publishing, graphic design, Internet usage and digital media technologies. PO–5: Media Law and Ethical Practice Apply knowledge of media laws, regulations, professional codes and ethical principles to practise accurate, fair, responsible and accountable journalism. PO–6: Research and Information Literacy Identify, collect, verify, evaluate and appropriately use information from diverse sources for journalistic, media and communication purposes. PO–7: Social Responsibility and Professional Values Demonstrate professional integrity, social sensitivity, cultural awareness and commitment to democracy, diversity, public interest, human values and responsible communication.
Program Specific Outcomes (PSO)	After successful completion of the programme, students will be able to: PSO–1: Journalism Knowledge and Understanding Demonstrate comprehensive understanding of the concepts, principles, theories, history and contemporary practices of journalism and mass communication, with particular reference to the Indian media environment. PSO–2: Reporting, Writing and Editing Skills Apply professional techniques of news gathering, reporting, interviewing, journalistic writing, editing, proofreading and content preparation across print, broadcast and digital media. PSO–3: Media Production and Digital Skills Demonstrate practical competence in computer applications, Gujarati and English typing, Internet usage, desktop publishing, graphic design, image editing and digital media production. PSO–4: Advertising and Public Relations Skills Apply fundamental principles and practices of advertising and public relations to develop communication materials, media content, campaigns and stakeholder-oriented communication. PSO–5: Media Law, Ethics and Professional Practice Apply knowledge of media laws, regulations, professional codes and ethical principles to practise accurate, fair, responsible, accountable and legally sound journalism. PSO–6: Critical, Research and Socially Responsible Journalism Critically analyse media content, information sources, misinformation,

	disinformation and contemporary media developments using research and verification skills while demonstrating professional integrity, social responsibility and commitment to democratic values.						
Mapping between Pos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	PO1						
	PO2						
	PO3						
	PO4						
	PO5						
	PO6						
	PO7						

Structure of Program (Semester-wise)

Course Category	Course Code	Course Title	Marksheet Title in English	Level of Course	Teaching Hours/Week		Exam Duration		Credit		Internal Marks		External Marks		Total Makrs	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
MAJOR	PGDJ-MJ-01	Introduction To Journalism	Introduction To Journalism	600	4 Hrs		2:00		4		50		50		100	
MAJOR	PGDJ - MJ-2	History of Journalism	History of Journalism	600	4 Hrs		2:00		4		50		50		100	
MAJOR	PGDJ - MJ-3	Media Law Ethics and Regulations	Media Law Ethics and Regulations	600	4 Hrs		2:00		4		50		50		100	
MAJOR	PGDJ - MJ-4	Fundament als of Advertising	Fundamental s of Advertising	600	4 Hrs		2:00		4		50		50		100	
MAJOR	PGDJ - MJ-5	Principles and Practices of Public Relations	Principles and Practices of Public Relations	600	4 Hrs		2:00		4		50		50		100	
SEC	PGDJ-SEC-6	Computer Skills (Practical)	Computer Skills (Practical)	600		2 Hrs		2:00		2		25		25		50

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	Post Graduate Diploma In Journalism						
Semester	1						
NCrF Credit Level	PG (One Year)		NCrF Level				
	First Year		6.5				
Course Type	Major						
Course Subtype	Entrepreneurship / Employability / Skill Development						
Subject Type	Regular						
Course Code	PGDJ-MJ-1						
Course Level	PG (One Year)		Course Level				
	First Year		600-650				
Course Title	Introduction To Journalism						
Credit	Theory:	4	Practical:			Total:	4
Effective From	Academic Year : 2026-27						
Course Outcomes	After successful completion of the course, students will be able to: CO–1: Explain the fundamental concepts, nature, scope, functions and significance of communication, mass communication and journalism. CO–2: Describe and analyse major communication models and mass communication theories and their relevance to journalism and media practices. CO–3: Explain the role, principles and responsibilities of journalism in democracy, society, public opinion formation and social development. CO–4: Identify and differentiate various types and specialised areas of journalism and their applications across print, radio, television, Internet and digital media. CO–5: Apply basic principles of news gathering, source identification, news values, reporting, interviewing, news writing, headline writing and feature writing. CO–6: Demonstrate awareness of professional ethics, accuracy, verification, fairness, objectivity, accountability and social responsibility in contemporary journalistic practice.						
Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1						
	CO2						
	CO3						
	CO4						
	CO5						
	CO6						

Course Content	UNIT – I Communication, Mass Communication and Media Effects 1.1 Communication • Meaning, definition and concept of communication • Nature and characteristics of communication • Functions of communication • Elements and process of communication • Types and levels of communication • Barriers to communication • 7 Cs of Effective Communication 1.2 Mass Communication • Meaning, definition and concept • Characteristics of mass communication • Functions of mass communication • Elements and process of mass communication • Mass communication and society • Mass media and public opinion 1.3 Models of Communication • Aristotle's Model • Laswell's Model • Lazarsfeld's Two-Step Flow Model • Newcomb's ABX Model • Opinion Leaders and Two-Step Flow of Communication • News Flow and Multi-Step Flow Models 1.4 Indian Perspective on Communication • Sadharanikaran Model of Communication • Concept of Sadharanikaran • Communicator, message, medium, receiver and feedback • Sadharanikaran and Indian communication traditions 1.5 Normative Theories of the Press • Authoritarian Theory • Libertarian Theory • Social Responsibility Theory • Soviet Communist Theory • Contemporary relevance and criticism of normative theories 1.6 Mass Media Effects and Audience Theories • Hypodermic Needle/Magic Bullet Theory • Limited Effects Theory • Selective Exposure • Selective Perception • Selective Retention • Agenda-Setting Theory • Gatekeeping Theory • Spiral of Silence Theory • Knowledge Gap Hypothesis • Opinion Formation • Media influence and public opinion UNIT – II Journalism: Concept, Principles, Role and Forms 2.1 Understanding Journalism • Definition, meaning and concept of journalism • Nature and characteristics of journalism • Journalism as a profession • Journalism as a social institution • Journalism and mass communication • Journalism and public interest 2.2 Principles and Functions of Journalism • Accuracy • Objectivity • Fairness • Impartiality • Independence • Accountability
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- Attribution
- Verification
- Transparency
- Functions of journalism : Informative , Interpretative , Educational , Watchdog, Entertainment , Public forum , Developmental and social functions

2.3 Journalism and Democracy

- Journalism and democratic society
- Freedom of the press
- Journalism and public opinion
- Journalism as the **Fourth Estate**
- Watchdog role of the media
- Journalism, power and accountability
- Journalism and social responsibility

2.4 Types and Specialized Forms of Journalism: Investigative Journalism , Interpretative Journalism , Rural Journalism , Development Journalism , Alternative Journalism , Citizen Journalism , Women's Journalism , Children's Journalism , Business and Economic Journalism , Sports Journalism , Science Journalism , Health Journalism , Film Journalism , Environmental Journalism , Political Journalism , Yellow Journalism , Tabloid Journalism

2.5 Journalism Across Media

- Newspaper Journalism
- Magazine Journalism
- Radio Journalism
- Television Journalism
- Internet/Digital Journalism
- Mobile Journalism
- Social Media Journalism
- Changing nature of journalism in the digital age

UNIT – III Newspaper Organization, News and Reporting

3.1 Newspaper Organization

- Structure of a newspaper organization
- Ownership and management
- Editorial Department
- Advertising Department
- Circulation Department
- Production Department
- Printing Department
- Functions and hierarchy of different departments
- Coordination between editorial and non-editorial departments

3.2 Newspaper Ownership Patterns

- Individual ownership
- Partnership
- Corporate ownership
- Chain ownership
- Trust ownership
- Cross-media ownership
- Government/public-sector ownership
- Ownership and editorial independence

3.3 Newspaper Publication

- Concept and planning of a newspaper/publication
- Procedure for launching a newspaper
- Registration and basic regulatory requirements

- Editorial planning
- Production and distribution
- Circulation and advertising
- Contemporary challenges of newspaper publishing

3.4 Press Institutions and Professional Bodies in India

- First Press Commission
- Second Press Commission
- Press Council of India
- Registrar of Newspapers for India (RNI)
- Audit Bureau of Circulations (ABC)
- Indian Newspaper Society (INS)
- Directorate of Advertising and Visual Publicity (DAVP) / contemporary government advertising framework

3.5 Understanding News

- Definition, meaning and concept of news
- Characteristics of news
- Elements of news
- Newsworthiness
- News values: Timeliness , Proximity , Prominence , Conflict , Consequence , Human Interest , Novelty , Magnitude

3.6 Types of News

- Political News
- Social News
- Cultural News
- Economic/Business News
- Crime News
- Sports News
- Educational News
- Science and Technology News
- Health News
- Environmental News
- Hard News
- Soft News
- Predictable News
- Unpredictable News
- Infotainment
- Breaking News
- Developing News
- Exclusive News

3.7 News Sources and News Gathering

- Primary and secondary sources
- Official sources
- Unofficial sources
- Eyewitnesses
- Documents and records
- Experts and specialists
- Digital sources
- Social-media sources
- Verification and corroboration of sources

3.8 Reporting and the Reporter

- Meaning and concept of reporting

- Reporting unit and newsroom hierarchy
- Role and responsibilities of the reporter
- Qualities of a good journalist/reporter
- Chief Reporter
- Special Correspondent
- Correspondent
- Staff Reporter
- Stringer
- Bureau Chief

3.9 Types of Reporting

- Beat Reporting
- Political Reporting
- Crime Reporting
- Sports Reporting
- Business Reporting
- Education Reporting
- Court Reporting
- Science Reporting
- Health Reporting
- Rural Reporting
- Development Reporting

3.10 News Story

- Structure and format of a news report
- Parts of a news story
- Lead/Intro
- Body
- Background
- Attribution
- Quotations
- Inverted Pyramid Structure
- Follow-up story
- Curtain raiser
- News feature
- Developing news
- Breaking news
- Exclusive story
- Scoop

3.11 Interviewing for News

- Concept and purpose of news interviews
- Types of interviews
- Preparation for an interview
- Question formulation
- Interview techniques
- Recording and transcription
- Ethical considerations

3.12 News Agencies

- Meaning, functions and role of news agencies
- News agency structure and services
- International news agencies: Associated Press (AP) , United Press International (UPI) , Agency France-Presse (AFP) , Reuters
- Indian news agencies: Press Trust of India (PTI) , United News of India (UNI)

UNIT – IV Feature Writing and Journalistic Storytelling

4.1 Understanding Feature

- Meaning, definition and concept of feature

- Nature and characteristics of feature writing
- Objectives of a feature
- Importance of features in journalism
- Features and reader engagement

4.2 Feature and Other Forms of Writing

- Feature versus news report
- Feature versus essay
- Feature versus editorial
- Feature versus column
- Feature versus article
- Feature versus news analysis

4.3 Types of Features

- Timeless Feature
- News Feature
- Backgrounder
- Human-interest Feature
- First-person Feature
- How-to Feature
- Vox Pop
- Photo Feature
- Travelogue/Travel Feature
- Lifestyle Feature
- Interview Feature
- Personality Sketch
- Review
- Agony Aunt
- Column
- String of Pearls
- Special/Seasonal Features

4.4 Feature Writing Process

- Idea generation
- Selection of topic
- Research and background study
- Data and information collection
- Source identification
- Interviews
- Observation
- Data processing and verification
- Organization of material
- Writing and rewriting
- Editing and proofreading

4.5 Structure of a Feature

- Headline
- Feature lead
- Introduction
- Nut graph
- Body
- Background
- Quotes and anecdotes
- Transitions
- Conclusion
- Types of feature leads

4.6 Use of Visuals in Feature Writing

- Role of photographs
- Captions
- Infographics
- Charts and illustrations
- Pull quotes
- Boxes and sidebars
- Visual storytelling
- Integration of text and visuals

4.7 Practical Feature Writing

Students shall prepare:

	• one news feature; • one human-interest feature; • one personality sketch; • one interview feature; • one photo feature; • one travel/lifestyle feature.
Reference Books	• Ranganathan, Maya & Rodrigues, Usha M. (eds.). <i>Indian Media in a Globalised World</i>. SAGE Publications. • Parthasarathy, Rangaswami. <i>Journalism in India: From the Earliest Times to the Present Day</i>. Sterling Publishers. • Harcup, Tony. <i>Journalism: Principles and Practice</i>. SAGE Publications. • Mencher, Melvin. <i>News Reporting and Writing</i>. McGraw-Hill Education. • Rich, Carole. <i>Writing and Reporting News: A Coaching Method</i>. Cengage Learning. • McQuail, Denis. <i>McQuail's Mass Communication Theory</i>. SAGE Publications. • Kumar, Keval J. <i>Mass Communication in India</i>. Jaico Publishing House. • Baran, Stanley J. & Davis, Dennis K. <i>Mass Communication Theory: Foundations, Ferment, and Future</i>. Cengage. • Dominick, Joseph R. <i>The Dynamics of Mass Communication</i>. McGraw-Hill. • Srivastava, K. M. <i>News Reporting and Editing</i>. Sterling Publishers.
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment
Evaluation Method	Internal Assessment :50 Marks • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work External Assessment : 50 Marks • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Introduction To Journalism concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses.

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SYLLABUS

Program Name	Post Graduate Diploma In Journalism						
Semester	1						
NCrF Credit Level	PG (One Year)	NCrF Level					
	First Year	6.5					
Course Type	Major						
Course Subtype	Entrepreneurship / Employability / Skill Development						
Subject Type	Regular						
Course Code	PGDJ -MJ-2						
Course Level	PG (One Year)	Course Level					
	First Year	600-650					
Course Title	History of Journalism						
Credit	Theory:	4	Practical:		Total:	4	
Effective From	Academic Year : 2026-27						
Course Outcomes	After successful completion of the course, students will be able to: CO–1: Explain the major historical developments, milestones and evolutionary stages of journalism from early forms of communication and the emergence of print to modern journalism. CO–2: Describe the origin and development of journalism in India, including the growth of the press, Indian-language journalism and major developments during the colonial and post-Independence periods. CO–3: Analyse the role of the Indian press in the freedom movement, social reform, national awakening and formation of public opinion, with reference to major newspapers, journalists and publications. CO–4: Examine the origin, growth and contribution of Gujarati journalism, including significant newspapers, periodicals, journalists and the role of the Gujarati press in social and political transformation. CO–5: Trace and analyse the historical development of broadcast, television and digital journalism and the technological and social factors responsible for their transformation. CO–6: Critically evaluate the changing role of journalism in democracy, society, culture and public life, and relate historical developments to contemporary journalistic practices.						
Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1						
	CO2						
	CO3						
	CO4						
	CO5						

	CO6					
Course Content	UNIT – I ORIGIN AND DEVELOPMENT OF JOURNALISM 1.1 Early Forms of Journalism • Early forms of news dissemination • Oral traditions and public communication • Newsletters, news sheets and handwritten publications • Development of organized news communication 1.2 Invention of Printing and the Rise of the Press • Development of printing technology • Gutenberg and movable-type printing • Printing press and the spread of knowledge • Printing, literacy and public opinion • Emergence of newspapers and periodicals 1.3 Development of the Modern Press • Early newspapers in Europe • Growth of newspapers in Britain and Europe • Penny Press and mass-circulation newspapers • Commercialization of newspapers • Growth of advertising and circulation • Professionalization of journalism 1.4 Press and Society • Press and public opinion • Press and political movements • Press freedom and censorship • Journalism and democracy • Development of the press as a social institution 1.5 Development of Journalism in the United States • Colonial press • Development of the American newspaper • Penny Press • Yellow Journalism • Growth of news agencies • Modern newspaper journalism UNIT – II HISTORY OF INDIAN JOURNALISM 2.1 Beginning of Journalism in India • Introduction of printing in India • Early printing centers • Missionary printing • Development of newspapers during British rule • Early English-language newspapers 2.2 Early Indian Newspapers • Hicky's Bengal Gazette • James Augustus Hicky • <i>Bengal Gazette</i> • Growth of newspapers in Bombay, Madras and Calcutta • Early Indian-owned newspapers 2.3 Growth of Indian-Language Journalism • Bengali journalism					

- Hindi journalism
- Urdu journalism
- Marathi journalism
- Tamil journalism
- Telugu journalism
- Malayalam journalism
- Other regional-language newspapers

2.4 Journalism and Social Reform

- Journalism as an instrument of social reform
- Raja Ram mohan Roy and journalism
- Ishwar Chandra Vidyasagar and the press
- Journalism, education and social awakening
- Press and reform movements

2.5 Press and the Indian Freedom Movement

- Nationalist journalism
- Newspapers and political mobilization
- Bal Gangadhar Tilak
- *Kesari* and *The Mahratta*
- Mahatma Gandhi and journalism
- *Young India*
- *Navajivan*
- *Harijan*
- Annie Besant and *New India*
- Maulana Abul Kalam Azad and *Al-Hilal*
- B. R. Ambedkar and the press

2.6 Colonial Press Laws

- Early press regulations
- Censorship
- Licensing and press restrictions
- Vernacular Press Act, 1878
- Press during the nationalist movement
- Resistance to colonial press control

UNIT – III HISTORY OF GUJARATI JOURNALISM

This should be the **specialized regional component** of the paper and is particularly valuable for a journalism programme in Gujarat.

3.1 Beginning of Gujarati Journalism

- Historical background of Gujarati printing
- Development of Gujarati printing presses
- Early Gujarati publications
- Emergence of Gujarati newspapers and periodicals
- Growth of journalism in Bombay Presidency and Gujarat

3.2 Early Gujarati Newspapers

- **Mumbai Samachar**
- Early development of Gujarati newspapers
- Role of *Mumbai Samachar* in Gujarati journalism
- Development of commercial and public-interest journalism
- Growth of Gujarati periodicals

3.3 Pioneers of Gujarati Journalism

- Fardunjee Marzban
- Dalpatram
- Narmadashankar Dave (Narmad)
- Karsandas Mulji
- Other important pioneers of Gujarati journalism
- Contributions of Gujarati journalists and editors

3.4 Gujarati Journalism and Social Reform

- Journalism and social awakening
- Reformist journalism
- Journalism and education
- Journalism and women's issues
- Journalism and caste/social reform
- Journalism and public debate
- Role of Gujarati periodicals in social transformation

3.5 Gujarati Journalism and the Freedom Movement

- Gujarati press and nationalism
- Gujarati journalism during the Swadeshi movement
- Press and Gandhian journalism
- Mahatma Gandhi and *Navajivan*
- *Harijan Bandhu*
- Gujarati journalism and Satyagraha
- Press during Non-Cooperation, Civil Disobedience and Quit India movements
- Colonial censorship and Gujarati newspapers

3.6 Development of Gujarati Journalism after Independence

- Growth of Gujarati daily newspapers
- Development of Gujarati magazines
- Expansion of regional journalism
- Growth of urban and rural journalism
- Development of specialized Gujarati publications
- Commercialisation of Gujarati journalism
- Changing readership patterns

3.7 Major Gujarati Newspapers and Periodicals

Study of the historical contribution and development of major Gujarati publications, including:

- *Mumbai Samachar*
- *Gujarat Samachar*
- *Sandesh*
- *Janmabhoomi*
- *Jansatta*
- *Phulchhab*
- Important Gujarati magazines and literary periodicals

3.8 Contemporary Gujarati Journalism

- Changing nature of Gujarati newspapers
- Regionalization and localization
- Gujarati television news
- Gujarati digital journalism
- Gujarati news portals

- Social media and Gujarati journalism
- Challenges before contemporary Gujarati journalism

UNIT – IV INDIAN JOURNALISM AFTER INDEPENDENCE

4.1 Indian Press after Independence

- Transformation of the Indian press after 1947
- Press and nation-building
- Expansion of newspaper circulation
- Growth of English-language journalism
- Growth of Hindi journalism
- Expansion of regional-language journalism

4.2 Press Commissions and Institutional Development

- First Press Commission, 1952–54
- Major recommendations of the First Press Commission
- Second Press Commission
- Recommendations and significance
- Press Council of India
- Professionalization of journalism

4.3 Development of Newspaper Journalism

- Growth of metropolitan newspapers
- Growth of regional newspapers
- Local and district journalism
- Specialized journalism
- Investigative journalism
- Magazine journalism
- Changing ownership patterns
- Newspaper chains and corporate ownership

4.4 Journalism during the Emergency

- Political background of the Emergency
- Press censorship
- Restrictions on newspapers
- Response of journalists and editors
- Resistance and compliance
- Emergency and lessons for press freedom

4.5 Post-Liberalization Journalism

- Economic liberalization and Indian media
- Expansion of private media
- Commercialization of journalism
- Competition and market-driven journalism
- Changing ownership patterns
- Expansion of regional media

4.6 Contemporary Historical Transformation

- From print-dominated journalism to multi-platform journalism
- Changing newsroom culture
- Citizen journalism
- Digital transformation
- Social media and journalism
- Mobile journalism
- Data journalism

	• AI and journalism • Continuity and change in journalistic values
Reference Books	• Natarajan, J. <i>History of Indian Journalism</i>. Publications Division, Ministry of Information & Broadcasting, Government of India. This is one of the most important primary reference books for the historical development of Indian journalism. The Publications Division officially lists the work under its Media and Communication publications. • Parthasarathy, Rangaswami. <i>Journalism in India: From the Earliest Times to the Present Day</i>. Sterling Publishers, New Delhi. A comprehensive historical account covering pioneers, social reform, nationalism, press laws, the freedom struggle and post-Independence journalism. • Chalapathi Rau, M. <i>The Press in India</i>. Allied Publishers, New Delhi. Useful for understanding the development of the Indian press, its institutions and its relationship with politics and society. This title is also included in university-level journalism reading lists. • Kumar, Keval J. <i>Mass Communication in India</i>. Jaico Publishing House, Mumbai. Useful for placing the history of Indian journalism within the broader development of Indian mass media. • Kovarik, Bill. <i>Revolutions in Communication: Media History from Gutenberg to the Digital Age</i>. Continuum/Routledge. Particularly useful for the global history of communication technology and the transition from print to digital media. It is also recommended in an Indian university journalism curriculum. • Poe, Marshall T. <i>A History of Communications: Media and Society from the Evolution of Speech to the Internet</i>. Cambridge University Press. Useful for understanding the long historical relationship between communication technologies, society and media.
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment
Evaluation Method	Internal Assessment :50 Marks • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work External Assessment : 50 Marks • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core History of Journalism concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses.

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SYLLABUS

Program Name	Post Graduate Diploma In Journalism						
Semester	1						
NCrF Credit Level	PG (One Year)		NCrF Level				
	First Year		6.5				
Course Type	Major						
Course Subtype	Entrepreneurship / Employability / Skill Development						
Subject Type	Regular						
Course Code	PGDJ -MJ-3						
Course Level	PG (One Year)		Course Level				
	First Year		600-650				
Course Title	Media Law Ethics and Regulations						
Credit	Theory:	4	Practical:			Total:	4
Effective From	Academic Year : 2026-27						
Course Outcomes	After successful completion of the course, students will be able to: CO–1: Explain the constitutional provisions, major media laws, regulations, judicial principles and regulatory mechanisms governing journalism and mass media in India. CO–2: Analyse the legal implications of defamation, contempt of court, privacy, copyright, intellectual property, freedom of information and journalistic source protection in professional journalism. CO–3: Apply principles of journalistic ethics, accuracy, fairness, objectivity, independence, accountability and public interest to professional media practices. CO–4: Evaluate contemporary ethical issues including paid news, sensationalism, plagiarism, misinformation, disinformation, fake news and conflicts of interest. CO–5: Examine the legal and regulatory challenges associated with digital journalism, social media, online news platforms and emerging media technologies. CO–6: Demonstrate the ability to make legally informed and ethically responsible decisions in journalistic situations while upholding freedom of expression, democratic values and professional responsibility.						
Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1						
	CO2						
	CO3						
	CO4						
	CO5						
	CO6						

Course Content	UNIT – I CONSTITUTIONAL FRAMEWORK AND FREEDOM OF THE MEDIA 1.1 Constitution and Freedom of Expression • Constitution of India and the media • Article 19(1)(a): Freedom of speech and expression • Freedom of the press: meaning and scope • Freedom of information and freedom of expression • Article 19(2): Reasonable restrictions • Sovereignty and integrity of India • Security of the State • Friendly relations with foreign States • Public order • Decency and morality • Contempt of court • Defamation • Incitement to an offence 1.2 Freedom of Press • Meaning and significance of press freedom • Press freedom and democracy • Freedom versus responsibility • Press freedom and public interest • Press freedom and national interest • Limitations on media freedom 1.3 Constitutional Rights Relevant to Journalism • Right to life and personal liberty • Article 21 and privacy • Right to information • Right to know • Right to reply • Freedom of movement and journalistic work • Freedom of association 1.4 Judiciary and Media Freedom • Role of Supreme Court and High Courts • Judicial interpretation of press freedom • Prior restraint • Pre-publication censorship • Media accountability and constitutional remedies 1.5 Press and Democracy • Media as the Fourth Estate • Watchdog role • Media accountability • Public interest journalism • Responsible exercise of freedom of expression UNIT – II MEDIA LAWS AND REGULATORY FRAMEWORK IN INDIA 2.1 Laws Relating to Print Journalism • Press and Registration of Periodicals Act, 2023 • Registration of newspapers and periodicals • Ownership and declaration • Regulatory framework for periodicals • Historical significance of the Press and Registration of Books Act, 1867 2.2 Defamation • Meaning and concept of defamation • Civil and criminal defamation • Libel and slander • Essential elements of defamation
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- Defenses against defamation
- Truth and public good
- Fair comment
- Privileged communication
- Defamation and digital journalism

2.3 Contempt of Court

- Meaning and concept
- Civil contempt
- Criminal contempt
- Media reporting of judicial proceedings
- Fair and accurate reporting
- Sub judice matters
- Trial by media
- Contempt and freedom of expression

2.4 Copyright and Intellectual Property

- Meaning of copyright
- Copyright protection for journalists
- Literary, photographic, audio and video works
- Fair dealing
- Copyright infringement
- Attribution
- Plagiarism
- Use of photographs, videos and online content

2.5 Right to Information

- Right to Information Act, 2005
- Objectives of RTI
- Information as a journalistic resource
- Public authorities
- Public Information Officers
- Exemptions
- RTI applications and appeals
- RTI and investigative journalism

2.6 Laws Concerning Media Content

- Indecency and obscenity
- Hate speech
- Communal and inflammatory content
- National security
- Reporting sensitive information
- Protection of vulnerable persons
- Reporting children and victims

UNIT – III JOURNALISTIC ETHICS AND PROFESSIONAL RESPONSIBILITY

3.1 Understanding Media Ethics

- Meaning and nature of ethics
- Morality, ethics and law
- Professional ethics
- Need for ethical journalism
- Journalism and public trust
- Ethical decision-making

3.2 Fundamental Principles of Journalism Ethics

- Truth and accuracy
- Fairness and impartiality
- Independence
- Accountability
- Transparency

- Attribution
- Verification
- Minimizing harm
- Right of reply
- Correction and clarification

3.3 Ethical Issues in News Reporting

- Sensationalism
- Yellow journalism
- Fake news
- Misinformation and disinformation
- Clickbait
- Paid news
- Advertorials
- Hidden advertising
- Conflict of interest
- Gifts and favours
- Sting operations
- Use of anonymous sources

3.4 Privacy and Journalism

- Right to privacy
- Public interest versus private interest
- Privacy of public figures
- Hidden cameras
- Telephone and digital surveillance
- Personal information
- Reporting victims and survivors
- Children and vulnerable groups

3.5 Ethical Reporting of Sensitive Issues

- Crime reporting
- Suicide reporting
- Sexual violence
- Communal conflict
- Terrorism
- Riots and disasters
- Children
- Gender and marginalised communities
- Identification of victims
- Graphic images and disturbing content

3.6 Professional Codes and Institutions

- **Press Council of India – Norms of Journalistic Conduct**
- Principles of journalistic conduct
- Self-regulation
- Editorial accountability
- Ombudsman and readers' editor
- Newsroom codes of conduct

UNIT – IV BROADCAST, DIGITAL MEDIA AND EMERGING REGULATORY ISSUES

4.1 Regulation of Electronic Media

- Broadcasting and regulation in India
- Public service broadcasting
- Role of Prasar Bharati

	• Regulation of television news • Programme and advertising standards • Self-regulation in television journalism 4.2 Digital Media Regulation • Internet and freedom of expression • Information Technology Act, 2000 • Intermediaries and digital platforms • Due diligence • Online news publishers • Digital journalism and accountability • Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 • Contemporary regulatory developments 4.3 Social Media and Journalism • Journalists on social media • Verification before publication • User-generated content • Defamation on social media • Privacy and personal information • Copyright and reposting • Viral content • Platform responsibility • Social-media ethics 4.4 Fake News, Deep fakes and Synthetic Media • Misinformation • Disinformation • Misinformation • Deep fakes • AI-generated text, images, audio and video • Verification of synthetic media • Legal and ethical challenges • Responsibility of journalists and news organizations 4.5 Artificial Intelligence and Journalism Ethics • Generative AI in newsrooms • AI-assisted reporting • Automated journalism • AI-generated content • Transparency and disclosure • Copyright and ownership • Bias and discrimination • Hallucinations and factual errors • Human editorial responsibility • AI and journalistic accountability 4.6 Media Regulation and Self-Regulation • Statutory regulation • Co-regulation • Self-regulation • Industry bodies • Complaints and grievance mechanisms • Regulatory challenges in a converged media environment • Future of media regulation
Reference Books	• M. Neelamalar – <i>Media Law and Ethics</i>, PHI Learning, New Delhi. • V. N. Shukla – <i>Constitution of India</i>, Eastern Book Company. • P. K. Ravindranath – <i>Press Laws and Ethics of Journalism</i>, Sterling Publishers. • S. K. Aggarwal – <i>Media Credibility</i>, Reference Press.

	• K. S. Venkateswaran – <i>Mass Media Laws and Regulations in India</i>, Government of India / Publications Division. • K. S. P. Shukla – <i>Media Ethics and Law</i>. • Madhavi Goradia Divan – <i>Facets of Media Law</i>, Eastern Book Company.
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment
Evaluation Method	Internal Assessment :50 Marks • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work External Assessment : 50 Marks • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Media Law Ethics and Regulations concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	Post Graduate Diploma In Journalism						
Semester	1						
NCrF Credit Level	PG (One Year)		NCrF Level				
	First Year		6.5				
Course Type	Major						
Course Subtype	Entrepreneurship / Employability / Skill Development						
Subject Type	Regular						
Course Code	PGDJ -MJ-4						
Course Level	PG (One Year)		Course Level				
	First Year		600-650				
Course Title	Fundamentals of Advertising						
Credit	Theory:	4	Practical:		Total:	4	
Effective From	Academic Year : 2026-27						
Course Outcomes	After successful completion of the course, students will be able to: CO–1: Explain the concept, nature, scope, objectives, functions and significance of advertising and its role in marketing, mass communication and society. CO–2: Analyse major advertising theories, models, appeals, creative strategies and consumer behaviour influencing the development of effective advertising messages. CO–3: Apply principles of advertising copywriting and creative communication to develop headlines, slogans, body copy, visual concepts and basic advertising messages. CO–4: Examine various advertising media, media-selection principles, media planning, scheduling and emerging digital advertising platforms for reaching identified audiences. CO–5: Analyse the functioning of advertising agencies, advertisers, media organisations and other stakeholders, including the processes involved in advertising campaign planning and execution. CO–6: Evaluate advertising practices with reference to ethics, regulatory frameworks, consumer protection, social responsibility, misleading advertising and contemporary digital advertising challenges.						
Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1						
	CO2						
	CO3						
	CO4						
	CO5						
	CO6						
Course Content	UNIT – I CONCEPT, EVOLUTION AND FUNCTIONS OF ADVERTISING 1.1 Understanding Advertising • Meaning, definition and concept of advertising • Nature and characteristics of advertising • Evolution of advertising • Scope of advertising						

- Advertising as a form of mass communication
- Advertising and marketing communication

1.2 Functions of Advertising

- Informative function
- Persuasive function
- Reminder function
- Brand-building function
- Market-expansion function
- Product differentiation
- Consumer education
- Competition and market development
- Advertising and economic development

1.3 Advertising and Related Concepts

- Advertising and publicity
- Advertising and propaganda
- Advertising and public relations
- Advertising and sales promotion
- Advertising and personal selling
- Integrated Marketing Communication (IMC)

1.4 Types of Advertising

- Product advertising
- Institutional/corporate advertising
- Consumer advertising
- Industrial/B2B advertising
- Government advertising
- Public service advertising
- Social advertising
- Political advertising
- Retail advertising
- Classified advertising
- Recruitment advertising
- Financial advertising

1.5 Advertising in Different Media

- Print advertising
- Radio advertising
- Television advertising
- Outdoor advertising
- Cinema advertising
- Internet advertising
- Social-media advertising
- Mobile advertising
- Influencer advertising

1.6 Advertising in India

- Historical development of advertising in India
- Growth of advertising agencies
- Advertising and Indian media
- Advertising and Indian consumer culture
- Changing Indian advertising industry

UNIT – II ADVERTISING THEORIES, CONSUMER BEHAVIOUR AND RESEARCH

2.1 Communication and Advertising

- Advertising communication process
- Source, message, medium, receiver and feedback
- Noise and barriers in advertising communication
- Advertising and persuasion

2.2 Major Advertising Models and Concepts

- AIDA Model
- Hierarchy of Effects Model
- DAGMAR
- Lavidge–Steiner Model
- Innovation Adoption Model
- Think–Feel–Do approach
- USP (Unique Selling Proposition)
- ESP (Emotional Selling Proposition)
- Brand positioning

2.3 Consumer Behavior

- Concept of consumer behavior
- Consumer needs and wants
- Motivation and perception
- Attitudes and beliefs
- Learning and persuasion
- Buying behavior
- Cultural and social influences
- Lifestyle and consumption patterns

2.4 Audience and Market Segmentation

- Mass audience
- Target audience
- Market segmentation
- Geographic segmentation
- Demographic segmentation
- Psychographic segmentation
- Behavioral segmentation
- Persona development
- Targeting and positioning

2.5 Advertising Research

- Need and importance of advertising research
- Market research
- Consumer research
- Audience research
- Media research
- Copy testing
- Pre-testing and post-testing
- Brand awareness studies
- Campaign effectiveness

2.6 Advertising Appeals

- Rational appeal
- Emotional appeal
- Fear appeal
- Humor appeal
- Sex appeal
- Social appeal
- Moral appeal
- Celebrity appeal
- Testimonial
- Comparative advertising

UNIT – III ADVERTISING AGENCY, CREATIVE STRATEGY AND MEDIA PLANNING

3.1 Advertising Industry

- Advertiser
- Advertising agency
- Media organizations
- Consumers

- Advertising production houses
- Market research agencies

3.2 Advertising Agency

- Meaning and functions
- Types of advertising agencies
- Full-service agency
- Creative boutique
- Media agency
- Digital agency
- Agency–client relationship

3.3 Organization of an Advertising Agency

- Account Planning
- Account Management
- Creative Department
- Copywriting
- Art Direction
- Media Planning and Buying
- Research
- Production
- Digital/Social Media Department

3.4 Creative Strategy

- Meaning and importance
- Creative brief
- Campaign objective
- Target audience
- Consumer insight
- Key message
- Brand positioning
- Creative concept
- Tone and appeal
- Call to action

3.5 Advertising Copy

- Meaning and characteristics of copy
- Headline
- Sub-headline
- Body copy
- Slogan/tagline
- Signature/brand identification
- Captions
- Copywriting principles

3.6 Advertising Design

- Visual communication
- Layout
- Typography
- Colour and imagery
- Logo and brand identity
- Photography and illustration
- Balance and composition
- Visual hierarchy

3.7 Media Planning

- Meaning and objectives
- Media selection
- Reach
- Frequency
- Gross Rating Points (GRP)
- Cost per thousand (CPM)

- Media scheduling
- Media mix
- Media buying
- Budget allocation

3.8 Advertising Campaign

- Campaign planning
- Situation analysis
- Campaign objectives
- Target audience
- Creative strategy
- Media strategy
- Budget
- Scheduling
- Execution
- Evaluation

UNIT – IV DIGITAL ADVERTISING, ETHICS AND REGULATION

4.1 Digital Advertising

- Concept and characteristics
- Online advertising
- Search advertising
- Display advertising
- Social-media advertising
- Video advertising
- Mobile advertising
- Native advertising
- Programmatic advertising

4.2 Social Media and Influencer Advertising

- Social-media campaigns
- Influencer marketing
- Branded content
- User-generated content
- Sponsored posts
- Native advertising
- Disclosure and transparency
- Audience engagement

4.3 Digital Advertising Analytics

- Impressions
- Reach
- Engagement
- Click-through rate (CTR)
- Conversion rate
- Cost per click (CPC)
- Cost per acquisition (CPA)
- Return on Advertising Spend (ROAS)
- Basic campaign performance analysis

4.4 Emerging Advertising Technologies

- Artificial Intelligence in advertising
- Generative AI and advertising creativity
- Personalized advertising
- Data-driven advertising
- Algorithmic targeting
- Recommendation systems
- Augmented Reality (AR) advertising
- Virtual and immersive advertising
- Challenges of automated advertising

	4.5 Advertising Ethics • Truthfulness and accuracy • Misleading advertisements • Puffery • Surrogate advertising • Comparative advertising • Stereotyping • Gender representation • Children and advertising • Advertising to vulnerable audiences • Cultural sensitivity • Consumer manipulation • Influencer disclosure 4.6 Advertising Regulation in India • Advertising Standards Council of India (ASCI) • ASCI Code for Self-Regulation • Consumer Protection Act, 2019 • Central Consumer Protection Authority (CCPA) • Guidelines relating to misleading advertisements • Guidelines concerning celebrities and influencers • Government advertising • Legal and ethical responsibility of advertisers
Reference Books	• Jethwaney, Jaishri & Jain, Shruti. <i>Advertising Management</i>. Oxford University Press, New Delhi. • Kumar, Keval J. <i>Mass Communication in India</i>. Jaico Publishing House. • Sharma, Sangeeta & Singh, Raghuvir. <i>Advertising: Planning and Strategy</i>. PHI Learning. • Chunawalla, S. A. & Sethia, K. C. <i>Foundations of Advertising: Theory and Practice</i>. Himalaya Publishing House. • Wells, William, Moriarty, Sandra & Burnett, John. <i>Advertising: Principles and Practice</i>. Pearson. • Belch, George E. & Belch, Michael A. <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i>. McGraw-Hill. • Arens, William F., Weigold, Michael F. & Arens, Christian. <i>Contemporary Advertising and Integrated Marketing Communications</i>. McGraw-Hill.
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment
Evaluation Method	Internal Assessment :50 Marks • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work External Assessment : 50 Marks • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Fundamentals of Advertising concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	Post Graduate Diploma In Journalism						
Semester	1						
NCrF Credit Level	PG (One Year)		NCrF Level				
	First Year		6.5				
Course Type	Major						
Course Subtype	Entrepreneurship / Employability / Skill Development						
Subject Type	Regular						
Course Code	PGDJ -MJ-5						
Course Level	PG (One Year)		Course Level				
	First Year		600-650				
Course Title	Principles and Practices of Public Relations						
Credit	Theory:	4	Practical:		Total:	4	
Effective From	Academic Year : 2026-27						
Course Outcomes	After successful completion of the course, students will be able to: CO–1: Explain the concept, nature, scope, objectives, functions, principles and major theories of Public Relations and its role in strategic communication. CO–2: Analyse the PR process, publics, stakeholders, opinion formation and communication strategies, including research, planning, implementation and evaluation. CO–3: Apply principles of PR to develop media relations, press releases, press notes, media briefings, organisational communication and other professional PR materials. CO–4: Examine the application of Public Relations in corporate, government, development, educational, non-profit and institutional sectors, with reference to stakeholder engagement and reputation management. CO–5: Analyse crisis communication, reputation management, digital PR, social media communication and emerging PR practices in the contemporary media environment. CO–6: Evaluate PR practices with reference to professional ethics, transparency, credibility, accountability, public interest and responsible communication.						
Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1						
	CO2						
	CO3						
	CO4						
	CO5						
	CO6						
Course Content	UNIT – I FUNDAMENTALS OF PUBLIC RELATIONS						
	1.1 Understanding Public Relations						
	• Meaning, definition and concept of Public Relations • Nature and characteristics of PR • Scope and importance of PR • Objectives of Public Relations						

- Public Relations as a management function
- PR as a communication function
- Public Relations and relationship management

1.2 Evolution of Public Relations

- Historical development of PR
- Development of modern PR
- Public Relations in India
- Growth of PR as a profession
- Changing nature of PR in the digital age

1.3 Functions of Public Relations

- Media relations
- Employee relations
- Community relations
- Government relations
- Investor relations
- Consumer relations
- Public affairs
- Corporate communication
- Internal communication
- Reputation management

1.4 Public Relations and Related Disciplines

- Public Relations and journalism
- Public Relations and advertising
- Public Relations and publicity
- Public Relations and propaganda
- Public Relations and marketing
- Public Relations and corporate communication
- Integrated Marketing Communication

1.5 Principles of Public Relations

- Truth and accuracy
- Transparency
- Credibility
- Mutual understanding
- Public interest
- Two-way communication
- Consistency
- Accountability
- Relationship building

1.6 Major PR Theories and Models

- Press Agency/Publicity Model
- Public Information Model
- Two-Way Asymmetrical Model
- Two-Way Symmetrical Model
- Grunig and Hunt's Four Models of PR
- Excellence Theory: basic orientation

UNIT – II PUBLICS, PR ORGANISATIONS AND MEDIA RELATIONS

2.1 Understanding Publics

- Meaning of public
- Publics and audiences
- Internal publics
- External publics
- Primary and secondary publics
- Active, passive and latent publics
- Stakeholders and stakeholder relationships

2.2 PR Organization

- Role of the PR department
- In-house PR department
- PR consultancy
- PR agency
- Government PR organization
- Corporate PR
- NGO and community PR

2.3 Organization of a PR Department

- Public Relations Officer
- PR Manager
- Communication Manager
- Media Relations Officer
- Corporate Communication Officer
- Digital Communication Team
- Event and outreach team

2.4 Media Relations

- Meaning and importance
- Journalist–PR practitioner relationship
- Building media contacts
- Media database
- Media briefing
- Media conference
- Press meet
- Press tour
- Media visit
- Media interview
- Editorial relations

2.5 PR Tools

- Press release
- Press note
- Press communiqué
- Backgrounder
- Fact sheet
- Newsletter
- House journal
- Brochure
- Leaflet
- Corporate profile
- Annual report
- Website
- Social-media communication
- Speeches and presentations

2.6 PR Writing

- Principles of PR writing
- Writing for different publics
- Writing news releases
- Headline and lead
- Quotes and attribution
- Background information
- Feature writing for PR
- Speech writing
- Newsletter writing
- Web and social-media copy

UNIT – III PR CAMPAIGN PLANNING, EVENTS AND CRISIS COMMUNICATION

3.1 Public Relations Programme Planning

- Meaning and importance of PR planning
- Situation analysis
- Research
- Identification of publics
- Communication objectives
- Strategy and tactics
- Message development
- Media selection
- Budget
- Scheduling
- Implementation
- Evaluation

3.2 PR Campaign

- Campaign concept
- Campaign objectives
- Target publics
- Key messages
- Communication channels
- Campaign activities
- Media relations
- Community outreach
- Digital communication
- Campaign calendar
- Campaign evaluation

3.3 PR Research

- Importance of research in PR
- Primary and secondary research
- Public opinion research
- Media monitoring
- Media content analysis
- Surveys
- Interviews
- Focus groups
- Social-media listening
- Situation analysis

3.4 Event Management and PR

- Events as PR tools
- Press conferences
- Product launches
- Exhibitions
- Seminars and conferences
- Roadshows
- Community events
- Institutional events
- Event planning and coordination
- Event publicity
- Post-event communication

3.5 Crisis Communication

- Meaning and nature of crisis
- Types of organizational crises
- Crisis preparedness
- Crisis communication plan
- Crisis response
- Spokesperson
- Media handling during crisis
- Rumor management
- Misinformation and disinformation

- Reputation recovery
- Post-crisis evaluation

3.6 Issues and Reputation Management

- Issue identification
- Issue monitoring
- Stakeholder expectations
- Reputation management
- Corporate image
- Trust and credibility
- Corporate social responsibility communication

UNIT – IV DIGITAL PUBLIC RELATIONS, ETHICS AND CONTEMPORARY PRACTICES

4.1 Digital Public Relations

- Concept and evolution
- Online PR
- Digital corporate communication
- Websites and online newsrooms
- Email communication
- Social-media PR
- Influencer relations
- Online reputation management

4.2 Social Media and PR

- Social-media platforms as PR tools
- Content strategy
- Community management
- Audience engagement
- Social listening
- User-generated content
- Influencer communication
- Online advocacy
- Managing negative comments and online criticism

4.3 Contemporary PR Practices

- Corporate Communication
- Government Public Relations
- Development Communication
- NGO/Public Interest PR
- Community Relations
- Political/Public Affairs Communication
- Investor Relations
- Internal Communication
- Employer Branding
- CSR Communication
- Destination and tourism PR

4.4 PR Ethics and Professional Responsibility

- Truth and accuracy
- Transparency
- Disclosure
- Confidentiality
- Conflict of interest
- Paid publicity
- Sponsored content
- Native advertising
- Fake reviews
- Manipulation and misinformation
- Privacy
- Data protection
- Responsible use of AI

	4.5 PR Measurement and Evaluation • Need for PR evaluation • Output, uptake and outcome • Media coverage analysis • Media impressions • Reach and engagement • Sentiment analysis • Share of voice • Website and social-media analytics • Campaign effectiveness • Return on objectives (ROO) 4.6 Artificial Intelligence and the Future of PR • AI-assisted PR writing • Generative AI and content creation • AI-powered media monitoring • Sentiment analysis • Chatbots and automated communication • Personalized communication • Deep fakes and synthetic media • AI ethics and transparency • Human oversight in PR
Reference Books	• Cutlip, Scott M., Center, Allen H. & Broom, Glen M. <i>Effective Public Relations</i>. Pearson. • Jethwaney, Jaishri. <i>Public Relations: Concepts, Strategies, Tools</i>. Sterling Publishers. • Seitel, Fraser P. <i>The Practice of Public Relations</i>. Pearson. • Theaker, Alison. <i>The Public Relations Handbook</i>. Routledge. • Black, Sam. <i>Practical Public Relations</i>. Universal Book Stall. • Sengupta, Sailesh. <i>Management of Public Relations and Communication</i>. Vikas Publishing House. • Kaul, J. M. <i>Public Relations in India</i>. NBT / relevant Indian editions.
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment
Evaluation Method	Internal Assessment :50 Marks • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work External Assessment : 50 Marks • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Principles and Practices of Public Relations concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	Post Graduate Diploma In Journalism					
Semester	1					
NCrF Credit Level	PG (One Year)	NCrF Level				
	First Year	6.5				
Course Type	SEC					
Course Subtype	Entrepreneurship / Employability / Skill Development					
Subject Type	Regular					
Course Code	PGDJ-SEC-6					
Course Level	PG (One Year)	Course Level				
	First Year	600-650				
Course Title	Computer Skills (Practical)					
Credit	Theory:		Practical:	2	Total:	2
Effective From	Academic Year : 2026-27					
Course Outcomes	After successful completion of the course, students will be able to: CO–1: Demonstrate proficiency in Gujarati and English typing and use appropriate keyboarding techniques for professional journalism and media-related work. CO–2: Apply MS Office applications, including Word, Excel and PowerPoint, for preparing documents, organising information, analysing basic data and creating professional presentations. CO–3: Utilise the Internet, web browsers, search engines, e-mail and online information resources effectively for communication, information retrieval and journalistic purposes. CO–4: Apply Adobe Photoshop and CorelDRAW tools to edit photographs, create basic graphics, design visual elements and prepare media-related digital content. CO–5: Demonstrate practical knowledge of Desktop Publishing (DTP) software such as PageMaker, Adobe InDesign and QuarkXPress for designing newspapers, magazines, newsletters and other print publications. CO–6: Integrate text, photographs, graphics, typography and page-layout principles to produce basic professional-quality journalistic publications while applying appropriate file formats, image resolution, digital storage and responsible use of media assets.					

Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1						
	CO2						
	CO3						
	CO4						
	CO5						
	CO6						
Course Content	UNIT – I TYPING, MS OFFICE AND INTERNET SKILLS						
	1.1 Gujarati and English Typing						
	• Fundamentals of computer keyboard • English typing practice • Gujarati Unicode typing • Gujarati and English keyboard layouts • Typing speed and accuracy • Use of punctuation marks and special characters • Formatting typed material • Proofreading and correction of type ed text • Typing news reports, articles and official documents • Preparation of bilingual documents						
	1.2 MS Word						
	• Creating, opening, saving and organizing documents • Text formatting • Paragraph formatting • Fonts and styles • Page setup • Margins and columns • Tables • Headers and footers • Page numbering • Find and Replace • Spell-check and proofreading • Inserting photographs and captions • Creating professional news documents • Exporting documents as PDF						
	1.3 MS Excel						
	• Introduction to spreadsheets • Creating worksheets • Data entry and formatting • Rows, columns and cells • Sorting and filtering • Basic formulas and functions • Percentages and calculations • Creating tables • Creating basic charts and graphs • Using Excel for simple journalistic data						
	1.4 MS PowerPoint						
	• Creating presentations • Slide layouts • Text and typography • Inserting photographs • Charts and tables						

- Basic design principles
- Creating a journalism/media presentation
- Slide transitions and animations
- Presentation of news and media projects

1.5 Internet Usage for Journalists

- Internet fundamentals
- Web browsers
- Search engines
- Effective search techniques
- Advanced search
- Search operators
- Email and professional email communication
- Uploading and downloading files
- Cloud storage
- Online newspaper websites
- Digital archives
- Government and institutional websites
- Online information sources for journalists
- Evaluating the credibility of online sources
- Copyright and responsible use of online information

UNIT – II GRAPHIC DESIGN, IMAGE EDITING AND DESKTOP PUBLISHING

2.1 Adobe Photoshop

- Introduction to digital images
- Raster and bitmap graphics
- Image formats
- Resolution and image size
- Opening and saving images
- Selection tools
- Cropping and resizing
- Layers
- Basic image correction
- Brightness and contrast
- Color adjustment
- Retouching
- Background removal
- Photo manipulation
- Adding text to images
- Creating basic news graphics
- Image optimization for print and web
- Saving/exporting images in appropriate formats

2.2 CorelDRAW

- Introduction to vector graphics
- CorelDRAW interface and workspace
- Creating and saving documents
- Basic drawing tools
- Shapes and lines
- Text tools
- Artistic and paragraph text
- Color and fills
- Outline and stroke
- Object selection and arrangement
- Grouping and ungrouping
- Alignment and distribution
- Logo design
- Poster design
- Newspaper/magazine advertisements

	• Infographic basics • Exporting designs for print and digital use 2.3 PageMaker / Adobe InDesign / QuarkXPress Students may be trained in any one primary DTP application, with basic orientation to the others. • Introduction to Desktop Publishing • DTP interface and workspace • Page size and page setup • Margins and columns • Master pages • Text frames • Image frames • Importing text and photographs • Typography • Headlines and sub-headlines • Text flow • Captions • Page numbering • Multi-column page design • Newspaper page layout • Magazine page layout • Advertisement placement • Proofreading and pre-publication checking • Exporting pages for printing/PDF 2.4 Newspaper and Magazine Production • Principles of page composition • Grid and column system • Visual hierarchy • Headline placement • Photograph placement • Caption writing and placement • News boxes • Pull quotes • Infographics • Advertisement placement • Front-page design • Editorial page design • Feature page design • Magazine page design 2.5 Integrated Practical Exercise Students will prepare a mini publication consisting of: • Newspaper front page • One inside news page • One feature page • One advertisement • One photograph edited in Photoshop • One graphic created in CorelDRAW • Complete page layout using PageMaker/InDesign/QuarkXPress
Reference Books	• Rogers, David. <i>Adobe Photoshop Classroom in a Book</i>. Adobe Press. • Faulkner, Andrew & Chavez, Conrad. <i>Adobe Photoshop Classroom in a Book</i>. Adobe Press. • Corel Corporation. <i>CorelDRAW User Guide</i>. Corel Corporation. • Adobe Systems. <i>Adobe InDesign Classroom in a Book</i>. Adobe Press. • Sanders, Rob. <i>Adobe InDesign: Classroom in a Book</i>. Adobe Press. • Williams, Robin. <i>The Non-Designer's Design Book</i>. Peachpit Press.

	• Ambrose, Gavin & Harris, Paul. <i>The Fundamentals of Graphic Design</i>. AVA Publishing.
Teaching Methodology	Classwork, Discussion, Self-Study, Projects, Seminars and/or Assignment
Evaluation Method	Internal Assessment : 25 Marks • 50% CCE (Continuous Comprehensive Evaluation): Internal assessment based on the following: • Class attendance and participation • Periodic class tests and quizzes • Individual and group assignments • Seminar presentations and discussions • Internal examinations and practical exercises • Case study analysis and project work External Assessment : 25 Marks • 50% SEE (Semester End Examination): External assessment based on the university's semester-end examination, which will test the students' understanding of core Computer Skills (Practical) concepts, theories, strategies, and their ability to apply them in real-world scenarios. The examination will consist of both theoretical and practical components, including essays, case studies, and situational analyses.